

102. A method for producing transgenic poinsettia plants, comprising the steps of:

- C1
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- (a) incubating poinsettia plant tissue explants that produce epidermal callus on callus induction medium;
 - (b) culturing reddish epidermal callus on embryo induction medium to form embryogenic callus;
 - (c)
 - (i) introducing an expression vector into said incubating embryogenic callus to produce transformed embryogenic callus, wherein said expression vector comprises a selectable marker gene and a second foreign gene, or
 - (ii) introducing two expression vectors into said incubating embryogenic callus to produce transformed embryogenic callus, wherein one of said expression vectors comprises a selectable marker gene, and wherein the second of said expression vectors comprises a second foreign gene;
 - (d) culturing said transformed embryogenic callus on selection medium;
 - (e) culturing said transformed embryogenic callus containing embryos on developmental medium;
 - (f) culturing said transgenic embryos on maturation medium; and
 - (g) recovering transgenic plants from said transgenic embryos.
- Sub D.1

103. A method for producing transgenic poinsettia plants, comprising the steps of:

- (a) incubating poinsettia plant tissue explants that produce epidermal callus in callus induction medium;
- (b) culturing embryogenic callus produced on said callus induction medium in liquid embryo induction medium;
- (c) filtering the culture and culturing the filtrate in fresh liquid embryo induction medium;
- (d) filtering the culture and culturing the filtrate on solid embryo induction medium;

- C1
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- (e) culturing embryos produced on said embryo development medium on maturation medium;
- (f) culturing said embryos on callus induction medium;
- (g) culturing epidermal callus produced on said callus induction medium on embryo induction medium to form embryogenic callus;
- (h)
- (i) introducing an expression vector into said embryogenic callus to produce transformed embryogenic callus, wherein said expression vector comprises a selectable marker gene and a second foreign gene, or
- (ii) introducing two expression vectors into said embryogenic callus to produce transformed embryogenic callus, wherein one of said expression vectors comprises a selectable marker gene, and wherein the second of said expression vectors comprises a second foreign gene;
- (i) culturing said transformed embryogenic callus on selection medium;
- (j) culturing said transformed embryogenic callus containing embryos on developmental medium;
- (k) culturing said transformed embryos on maturation medium;
- and
- (l) recovering transgenic plants from said transgenic embryos.
- Sub D.1

104. The method of claim 101, wherein said developmental medium comprises about 0.05 mg/liter cytokinin.

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105. The method of claim 102, wherein said developmental medium comprises about 0.05 mg/liter cytokinin.

106. The method of claim 103, wherein said developmental medium comprises about 0.05 mg/liter cytokinin.--